

NASGW[™]
SCOPE

2023
ANNUAL REPORT

2023 Market Overview - SCOPE data will help your transition into 2024.

Analysis by Tom Hopper - NASGW Sr. Data Analyst

Well, 2023 ended with a bang! Data from NASGW distributors collected through SCOPE will help shed light on the total year. Did Q4 change your outlook for 2023? Let us use SCOPE data to understand Q4 and develop plans that will help transition to 2024.

The October shipments spike led to a stronger-than-expected Q4. External events such as Israeli-HAMAS War, increased antisemitic incidents, a pending election year, and seasonality all may have contributed to the increased demand. Firearms, ammunition, and optics all showed a positive lift. Shipments slowed in December due to potential inventory issues and an uncertainty on how long the trend will last. Let's review, starting with the common metric: National Instant Criminal Background Checks System (NICS).

NICS Checks:

NICS supplies a baseline for firearm sales performance and a key indicator for demand. 2023 NICS checks are -4% to 2022 but finished +20% to 2019. NICS Checks are following a seasonality curve we have not seen since pre-2020, indicating a return to "normal."

Overall, the NICS checks trend was flat early 2023 compared to 2022 and stooped to the largest decline in years through the summer. Q3 and Q4 rebounded YoY NICS checks to end the year -4% and paint a picture of the normal seasonal trends.

Firearms:

Handgun shipments continue to decline from a high in 2021. Currently, handguns are -10% to 2022. Semiautomatic handguns are the largest firearms segment and represent 80% of all handgun shipments. Do you have an assortment to support that level of sales? The real bright spot is revolvers (+11% YoY), but they represent less than 20% of the handgun market and they too are slowing. Inventory weeks of supply dropped from 15 weeks of supply in October to just over 10 weeks of supply in December 2023. Consumers and dealers are looking for newness to drive footsteps and renewed sales growth.

MSR shipments continue to fall, -12% to 2022. The rolling 13-week average shipments saw a strong spike with the Q4 surge. While not enough to erase the continued shipment decay, it did change a -32% YoY Q3 deficit to a -12% YoY. Inventory weeks of supply are less than 10. The retail shelf will need inventory. MSRs remain a segment to approach with caution. Leave open-to-buy dollars for market shifts or emerging trends. Do not get overly optimistic.

YoY rifle shipments continue to grow. 2023 was +11% over 2022. Are you seeing a similar measure? Bolt action is the volume driver with over 40% of shipments and lever action availability has driven strong shipment increases. Lever action has become the second largest rifle segment, owning 26.5% of the market in 2023. The Q4 surge, hunting season, and increased availability across brands is giving the retailer a broad selection to build assortments.

Shotgun inventories were ramping up in anticipation of the fall season. The rolling 13-week average shipments increased to year end showing productive inventory. The Q4 surge had a positive impact on shotguns as well. Field guns were gaining importance with shipment ratios leaning away from tactical but that has changed. Do not get me wrong, tactical shotguns are still very much alive. High-end semiautomatic tactical guns shipped as fast as inventory becomes available and 65% of pump action shotguns are tactical. Retailers are right-sizing inventories and not buying back to the current rate of sale.

Ammunition:

Ammunition shipments declined -8% in 2023 compared to 2022. Inventory weeks of supply are low at approximately 8 weeks. Retailers may have been heavy in select calibers but the Q4 surge changed that. Excess 223 Rem/5.56 NATO & 9 MM inventories were shipped. The retail & distribution shelves will need to be filled. Centerfire Pistol shipments are high as a percent of centerfire ammunition mix. Not unexpected due to the surge in Q4. The surge kicked off in October but slowed through the year-end. Inventory availability impacted shipments. It will take time to restore inventory to all calibers/pack sizes on the retail shelf. The customers are buying based on need vs. panic. Check the January 2024 trend from SCOPE to help with inventory plans.

Optics:

Overall, optics shipments are +2% compared to 2022. Rifle scopes and reflex sights drive almost 50% of optics shipment dollars in 2023. Inventory WOS dropped below 20 weeks due to the Q4 surge. Rolling 13-week average shipments for scopes increased June through the year's end. Rifle scopes ended 2023 -11% to 2022. Reflex sights dropped -3% in 2023 compared to 2022. Reflex sights inventory jumped moving into Q4 but slowly sold off through the year end. Currently less than 18 weeks of supply. Buy reflex sights as needed. Observation products had an excellent 2023 with shipments +36% increase over 2022. While a smaller optics subcategory, positive sales are welcome! Plan conservatively, buy back often to stay productive. Commit to top sellers.

General Market:

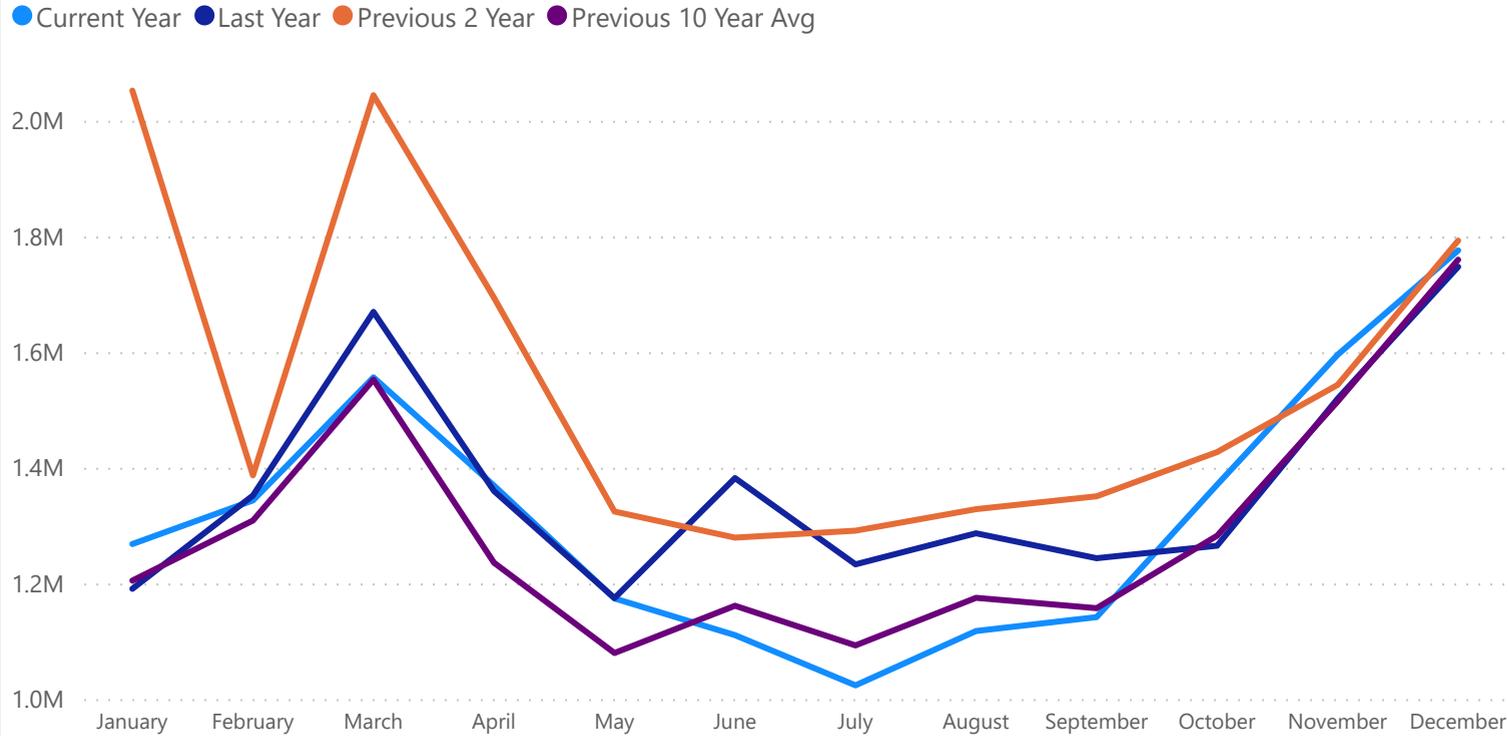
Retailers are cautious and not buying back at the same rate they are selling through. They are getting their assortments under control and depleting slow sellers. However, there are other pressures on the market. Inflation is falling but not at target levels yet. There are so many pressures on the consumer's disposable income that they are making choices. Rising prices have hit the supply chains and our industry is not immune. Price increases are passed to the consumer. Potential US government shutdown, geopolitical issues and an election year all add to market uncertainty. Sound familiar? We must continue to make informed decisions.

The landscape continues to evolve and change. Let's track those changes and plan accordingly. If there is anything I can do to be an extension of your team, please reach out at thopper@nasgw.org or set up an appointment by scanning the QR code.

- Tom Hopper



NICS CHECKS

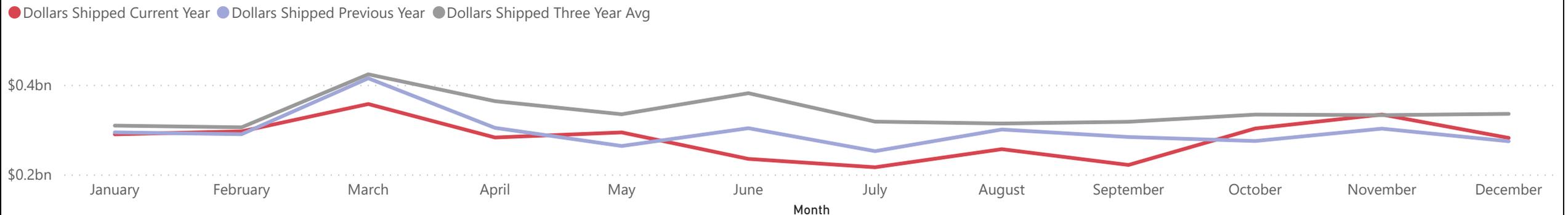


TAKEAWAYS:

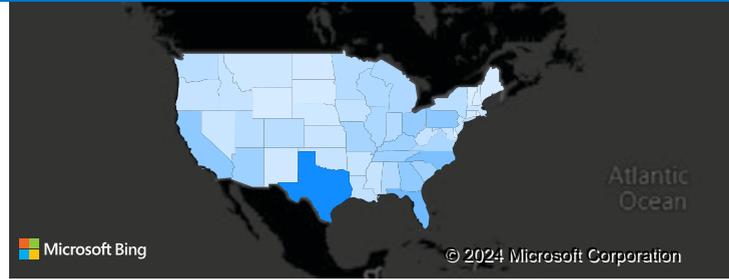
- NICS -3.5% to 2022 ; +20% to 2019
- Q4 2023 +5% to Q4 2022
- YTD shipments down -4% to 2022 and -16% to the 3 year average
- Q4 2023 shipments +4% to Q4 2022
 - Shipments and NICS following a more seasonal pattern

YTD SALES	PREVIOUS YTD SALES	3 YEAR AVG YTD SALES
3.49bn	3.56bn	4.01bn
% CHANGE FROM PREVIOUS YEAR	% CHANGE FROM 3 YEAR AVG	
-1.77%	-12.91%	

FIREARMS SHIPMENT TREND



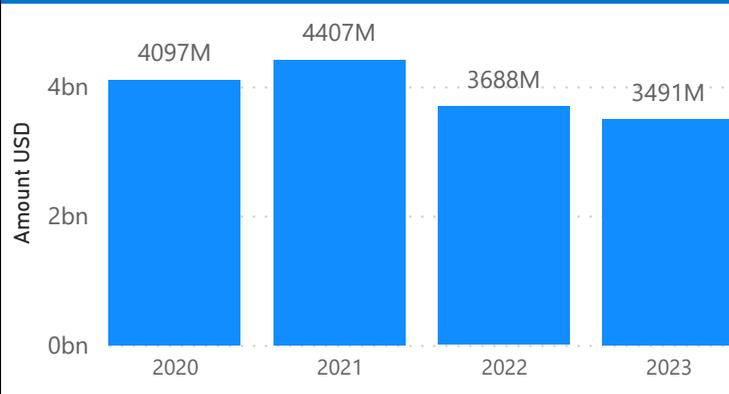
SHIPPED AMOUNT (USD) HEAT MAP



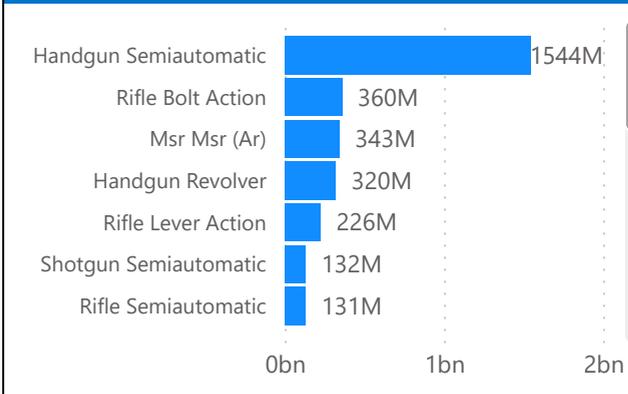
TAKEAWAYS:

- - 5% to 2022
- Rifles continue to gain share of product mix.
- 44% of all firearm shipments are semi-automatic handguns.
- 13-WK AVG shipments increase through Q4 2023. Inventory WOS declining.
- 2023 shipments declined Q2 & Q3. Q4 shows substantial change and positive growth.

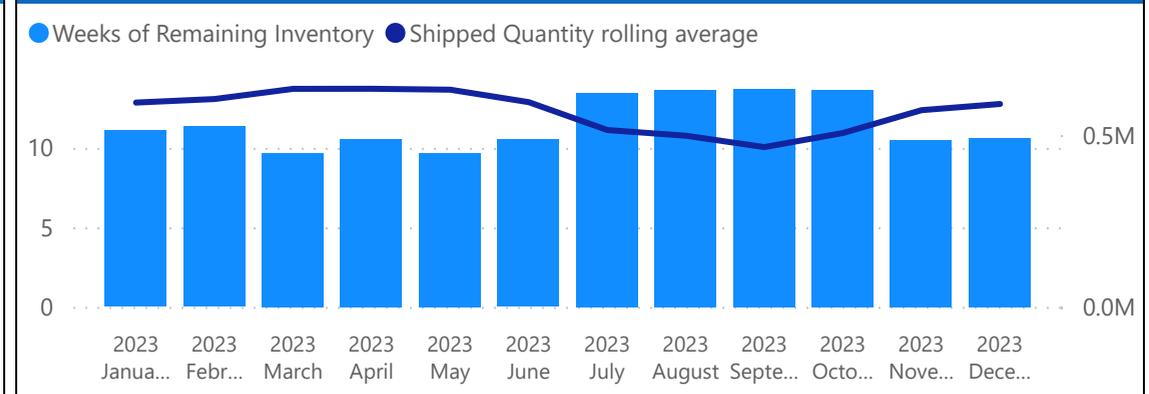
YOY ANALYSIS (USD)



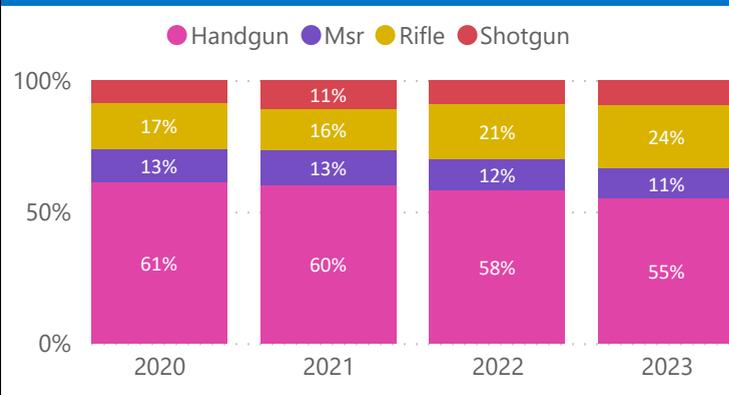
TOP 7 SUBCATEGORIES (USD)



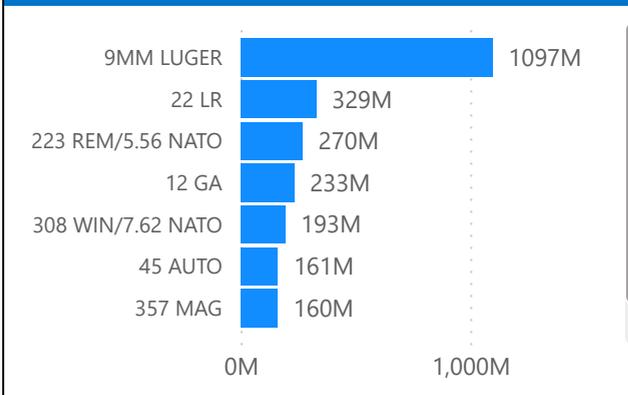
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



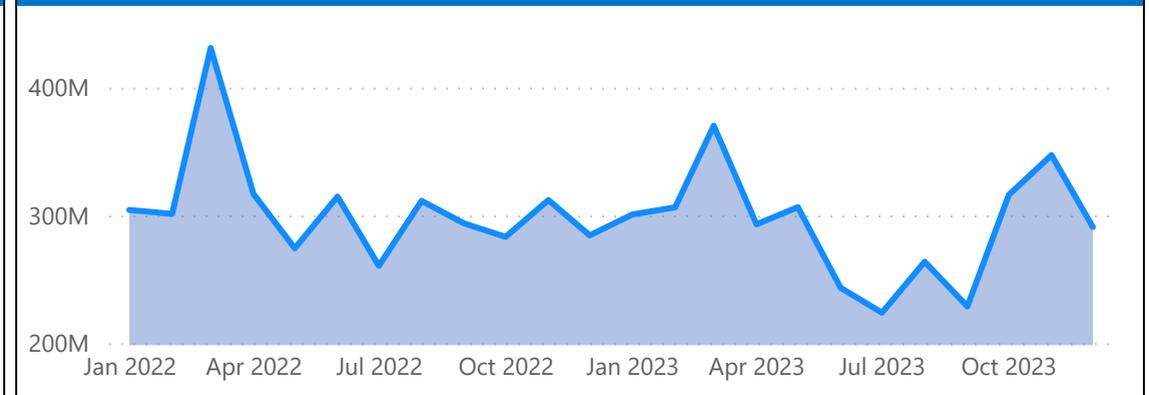
MARKET SHARE BY CATEGORY (USD)



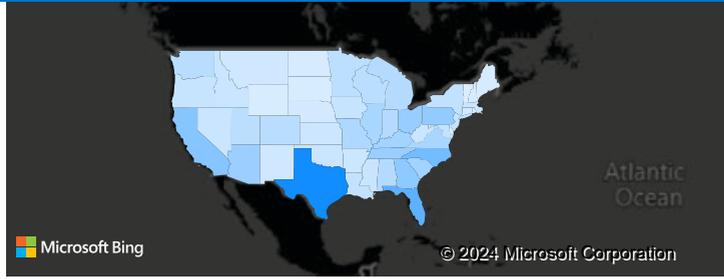
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



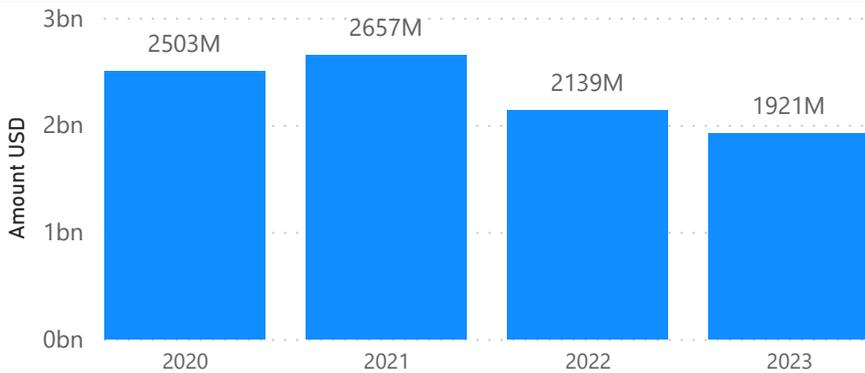
SHIPPED AMOUNT (USD) HEAT MAP



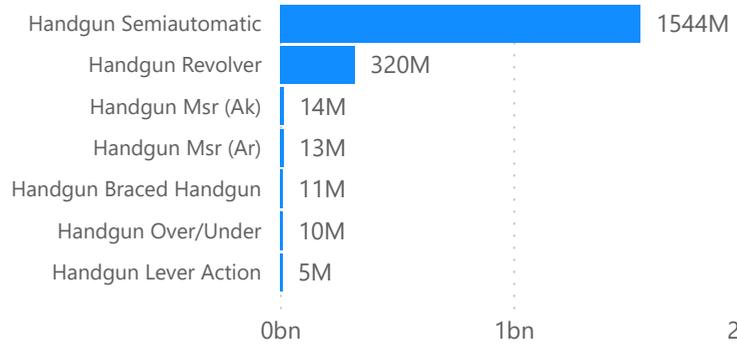
TAKEAWAYS:

- Shipments -10% to 2022
- 80% of all handgun shipments are semi-automatic. Largest firearms segment.
- 53% of handgun shipments are 9MM. 47% are other calibers. Offer breadth.
- 13-WK AVG shipments rebound through Q4 2023.
- Inventory WOS drop in Q4 2023.

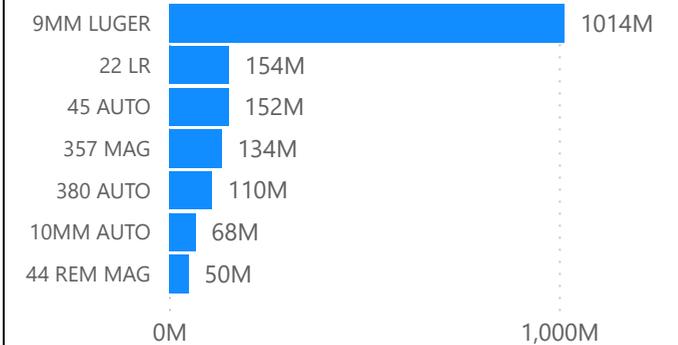
YOY ANALYSIS (USD)



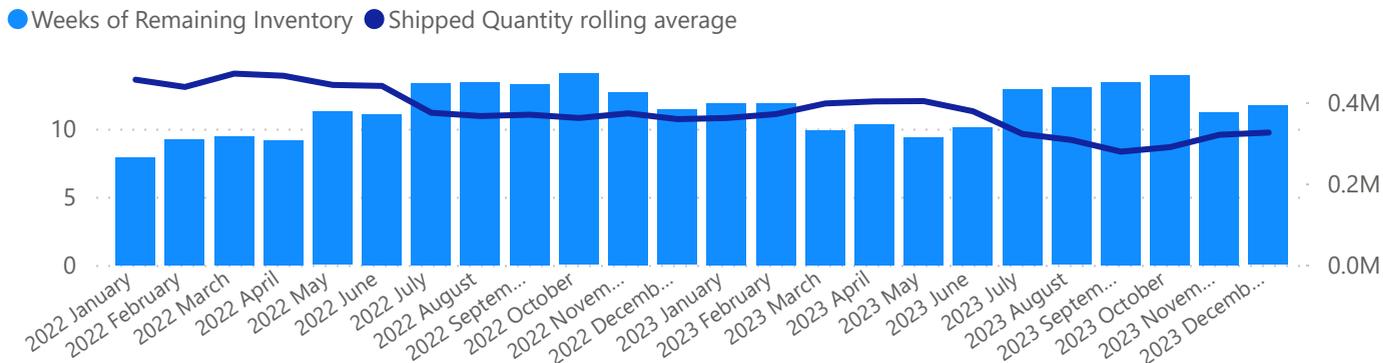
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



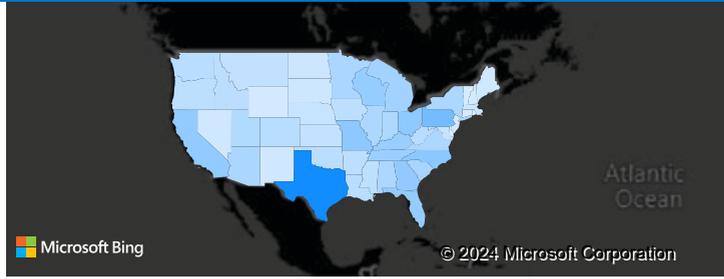
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



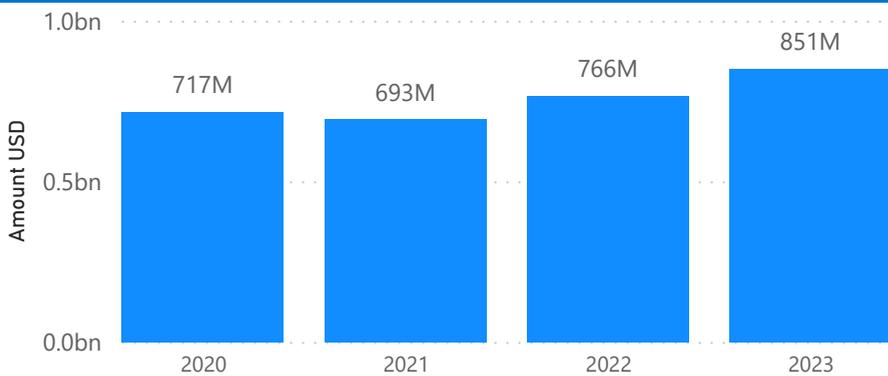
SHIPPED AMOUNT (USD) HEAT MAP



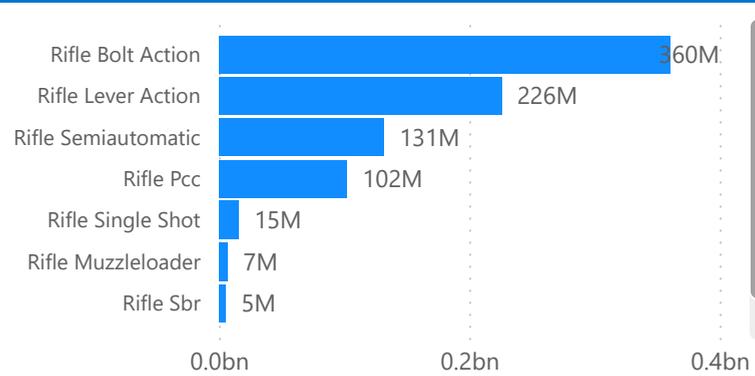
TAKEAWAYS:

- Shipments +11% to 2022
- 42% of all rifle shipments are bolt action, 27% lever action. and 15% semiautomatic in Q4 2023.
- 18% of rifle shipments are .22LR.
- 13-WK AVG shipments show strong, positive growth through Q4 2023.
- Inventory WOS drops through Q4 2023.

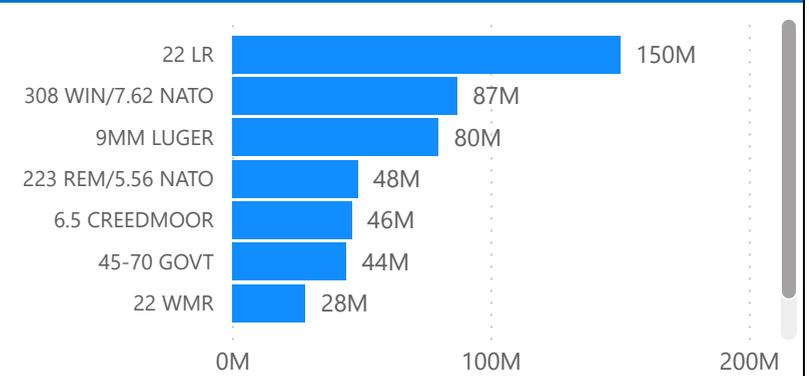
YOY ANALYSIS (USD)



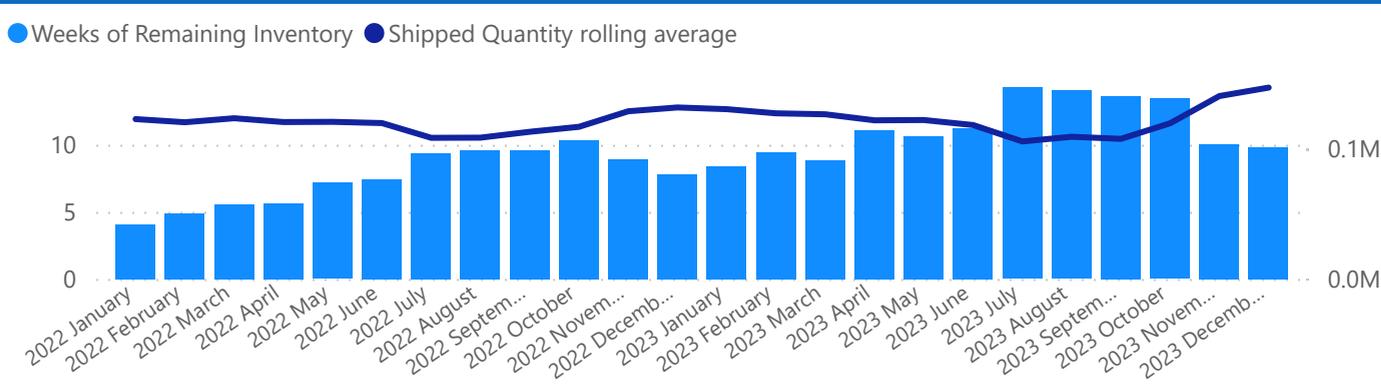
TOP 7 SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



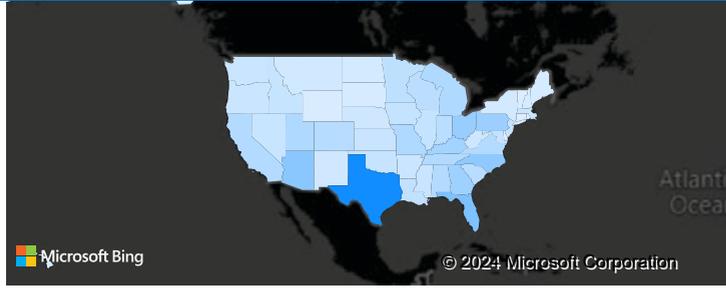
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



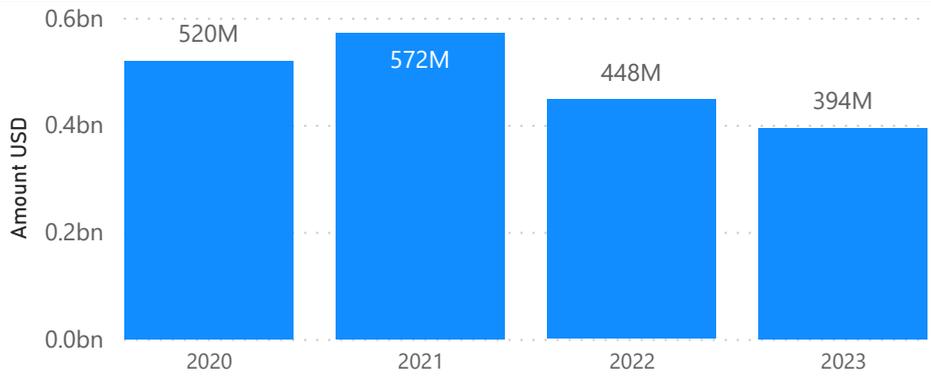
SHIPPED AMOUNT (USD) HEAT MAP



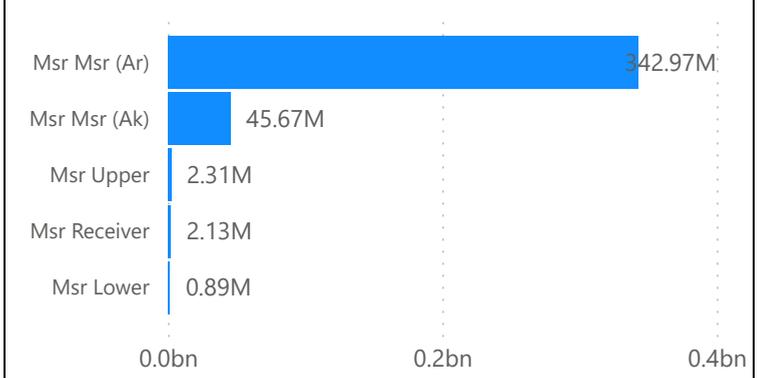
TAKEAWAYS:

- Shipments -12% to 2022.
- MSR shipments rebound Q4 2023.
- 52% of all MSR shipments are .223 Rem/5.56 NATO.
- 87% of MSR shipments are AR in Q4 2023.
- 13-WK AVG shipments continue to show sharp increase, Q4 2023.
- Inventory WOS decreasing. Low at approximately 8 WOS.

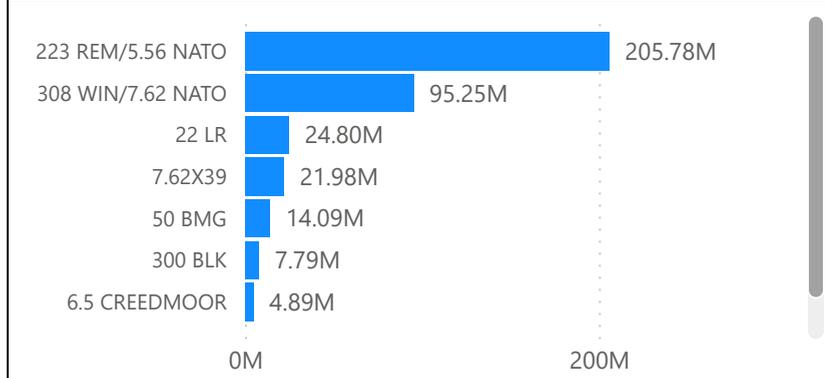
YOY ANALYSIS (USD)



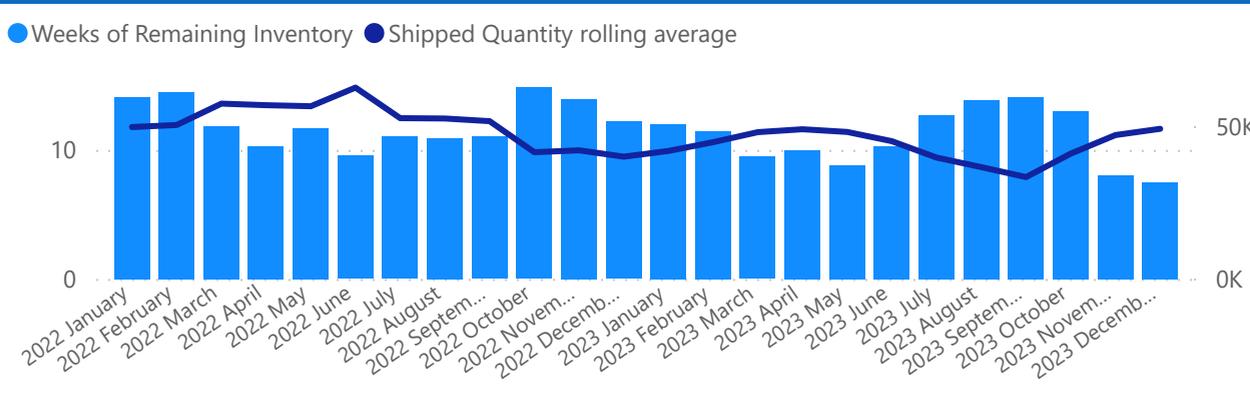
TOP SUBCATEGORIES (USD)



TOP 7 CALIBERS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)

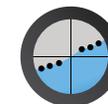


2023 Semi-automatic Handguns				
Rank	Brand	Subcategory	UPC	Description
1	Glock	Handgun Semiauto	764503046629	Glock PX4350201FRMOS G43X 9MM, 3.41" BBL, MOS, Front Rail, 10 rd
2	Glock	Handgun Semiauto	764503037894	PX4350201:GLOCK 43X 9MM FIXED 2-10RD BLACK PISTOL PX4350201
3	Glock	Handgun Semiauto	764503037252	Glock PA195S203 G19 Gen5 , 9MM, 4.02" BBL, 15+1
4	Glock	Handgun Semiauto	764503026911	Glock PX1950703 G19X 9MM 4" on G17 Frame Coyote 2-19rd and 1-17rd

Top 10 available in the Detailed SCOPE report.

2023 Handguns - Revolvers				
Rank	Brand	Subcategory	UPC	Description
1	Cz-Usa	Handgun Revolver	98289003270	PYTHON-SP6WTS:Python SP6WTS, 357Mag, 6" Bbl., SS
2	Colt	Handgun Revolver	98289003355	Python SP3WTS, 357Mag, 3"Bbl SS
3	Cz-Usa	Handgun Revolver	98289003287	PYTHON-SP4WTS:Python SP4WTS, 357Mag, 4.25"Bbl., SS
4	Cz-Usa	Handgun Revolver	98289005342	ANACONDA-SP6RTS:COL ANACONDA-SP6RTS 44Mag-6"ss 6rd
5	Cz-Usa	Handgun Revolver	98289005359	ANACONDA-SP8RTS:COL ANACONDA-SP8RTS 44mag-8"ss 6rd

Top 10 available in the Detailed SCOPE report.



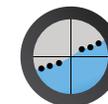
Want the Top 10? Get it in the Full Version.

2023 Semi-automatic Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	Beretta Usa	Semiauto Shotgun	82442959849	A300:BER J32CGII A300 ULTIMA PATROL 12 19.1 GRY
2	Beretta Usa	Semiauto Shotgun	82442943114	J131TT18C:BERETTA 1301 TACTICAL 12GA. 3" 24"VR CT-1 BLACK MATTE SYNTH
3	Beretta Usa	Semiauto Shotgun	82442943138	J131TP18C:BER J131TP18C 1301 TACT PG 12 7RD
4	Sds	Semiauto Shotgun	723551440094	TBP 12:SDS TOKAREV TBP 12P 12G BULLPUP 18.5 FL CK 5RD
5	Armscor Precision Inc	Semiauto Shotgun	868042198037	VR80:ARMSCOR VR80 SA 12/20 BLK SYN

Top 10 available in the Detailed SCOPE report.

2023 Pump-action Shotgun				
Rank	Brand	Subcategory	UPC	Description
1	Keltec	Pump Shotgun	640832003192	KSGBLK:*KELTEC 12GA PUMP BLACK
2	Keltec	Pump Shotgun	640832007787	KEL-TEC KS7 12GA SHOTGUN, 18.5" BLACK 6+1 ROUND WITH 3" SHELLS
3	Mossberg	Pump Shotgun	15813506595	MOSSBERG, 590, SECURITY, 6-SHOT , BEAD SIGHT, CORN COB FOREND W/ STRAP
4	Mossberg	Pump Shotgun	49533310231	MOSSBERG, MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT
5	Mossberg	Pump Shotgun	49533310460	MOSSBERG, MAVERICK 88, PUMP ACTION SHOTGUN, SECURITY, PLAIN, BEAD SIGHT

Top 10 available in the Detailed SCOPE report.



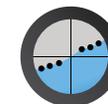
Want the Top 10? Get it in the Full Version.

2023 Bolt Action Rifle				
Rank	Brand	Subcategory	UPC	Description
1	Ruger	Bolt Rifle	736676269686	Ruger American Ranch 300 Blackout 10+1 16.12" Threaded Barrel
2	Ruger	Bolt Rifle	736676269655	Ruger American Ranch 223 Rem/5.56 NATO Bolt Action- 16.12" Barrel, 10+1 Rnds
3	Ruger	Bolt Rifle	736676180806	Ruger Precision Rifle .338 Lapua Magnum Bolt Action Rifle 26" Barrel 5 Rounds
4	Ruger	Bolt Rifle	736676180295	Ruger Precision 6.5mm Creedmoor, 24" Barrel, Folding Adjustable Stock, 10rd
5	Ruger	Bolt Rifle	736676169764	Ruger American Ranch Bolt Action Rifle 7.62x39 16" Threaded Barrel 5 Rounds

Top 10 available in the Detailed SCOPE report.

2023 Semi-automatic Rifle				
Rank	Brand	Subcategory	UPC	Description
1	Ruger	Semiauto Rifle	736676011032	1103:rifle autoloading carbine
2	Springfield Armory	Semiauto Rifle	706397956776	Springfield HL916556B Hellion Bullpup, 5.56 Nato 16" Bbl, Black, M-Lok, 30+1 Rnd
3	Ruger	Semiauto Rifle	736676311439	31143:10/22 22LR 18.5" B Viridian EON 1/10rd
4	Ruger	Semiauto Rifle	736676011513	1151:rifle autoloading carbine
5	Ruger	Semiauto Rifle	736676311590	31159:Top Secret until 7/1/2020

Top 10 available in the Detailed SCOPE report.



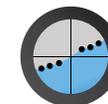
Want the Top 10? Get it in the Full Version.

2023 Lever Action Rifle				
Rank	Brand	Subcategory	UPC	Description
1	Henry Repeating Arms	Lever Rifle	619835006004	H004:*Henry Goldenboy 22LR
2	Marlin Firearms Company	Lever Rifle	736676704781	70478:MAR 1895SBL 45-70 18.5"SS LAM PISTOL GRIP
3	Henry Repeating Arms	Lever Rifle	619835001009	H001:*HENRY .22LR LEVER ACTION
4	Marlin Firearms Company	Lever Rifle	736676704507	MARLIN 1895 TRAPPER, 45-70 GOVT, 16.10" S/S,THR D BRL
5	Henry Repeating Arms	Lever Rifle	619835100207	HENRY H010BG BRASS 45-70 SIDE GATE

Top 10 available in the Detailed SCOPE report.

2023 MSR				
Rank	Brand	Subcategory	UPC	Description
1	Ruger	MSR	736676056101	Ruger 5610 SFAR Semi-Auto Rifle 308 Win, 16.1" Bbl, 20+1 Rnd
2	Ruger	MSR	736676056118	Ruger 5611 SFAR Semi-Auto Rifle 308 Win, 20" Bbl, 20+1 Rnd
3	Radical Firearms Llc	MSR	816903022823	FR16-5.56SOC-15RPR:RAD AR15 556 16"/15" RPR 30RD BLK
4	Smith & Wesson	MSR	22188892932	S&W M&P22 13433 MAGNUM 22WMR 4.35 30R OR TS BLK
5	Ruger	MSR	736676085149	8514:rifle autoloading mpr

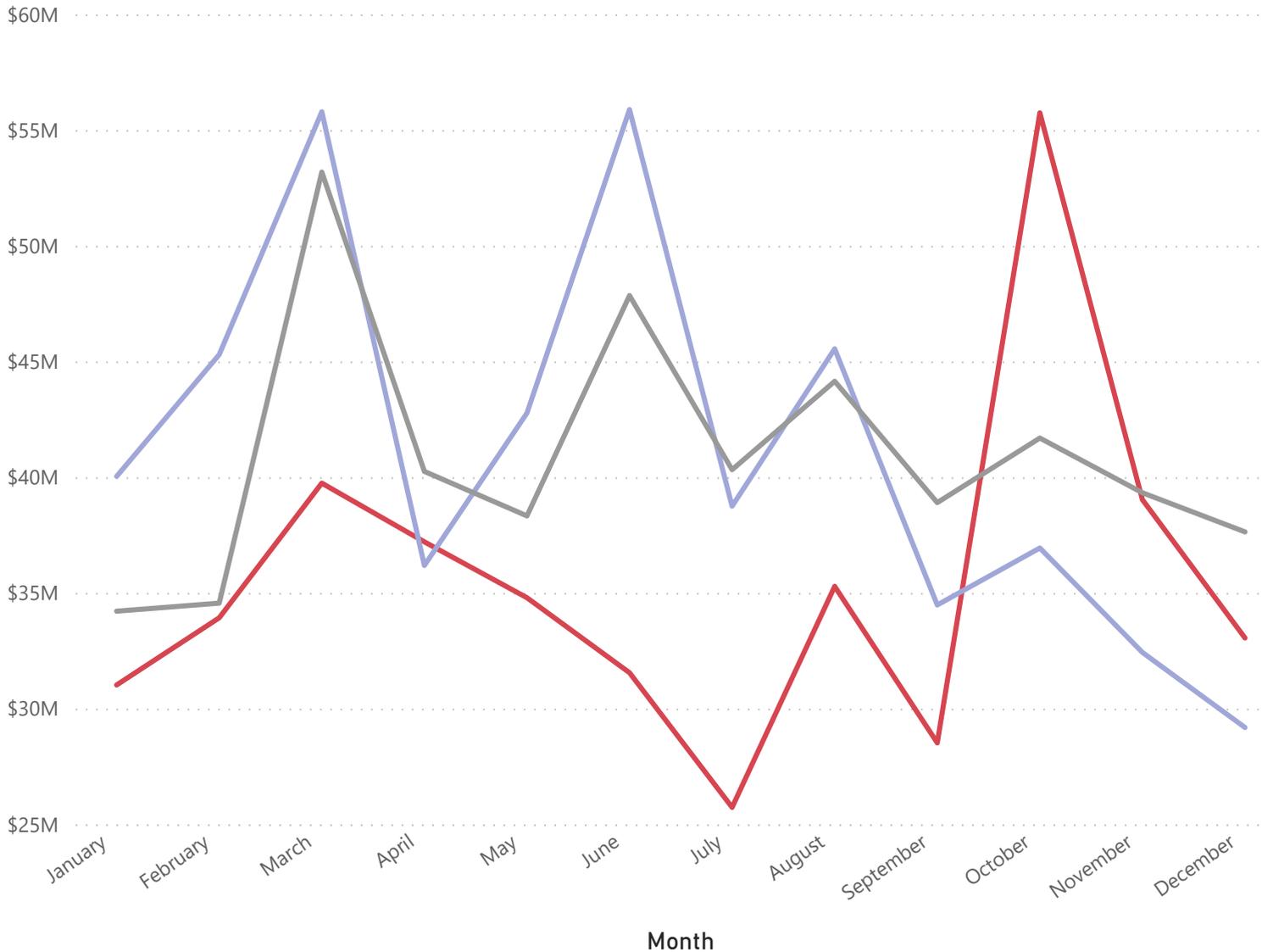
Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

AMMUNITION SHIPMENT TREND

● Dollars Shipped Current Year ● Dollars Shipped Previous Year ● Dollars Shipped Three Year Avg



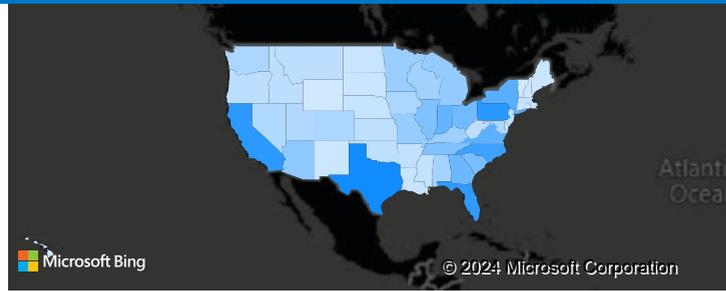
TAKEAWAYS:

- -8% to 2022, and -6% to 3-year average.
- Ammunition sales below prior year and declining Jan - Sept 2023.
- October kicked off a Q4 rebound with some of the strongest shipments in the past 3 years.

YTD SALES	PREVIOUS YTD SALES	3 YEAR AVG YTD SALES
453M	493M	484M

% CHANGE FROM PREVIOUS YEAR	% CHANGE FROM 3 YEAR AVG
-8.13%	-6.28%

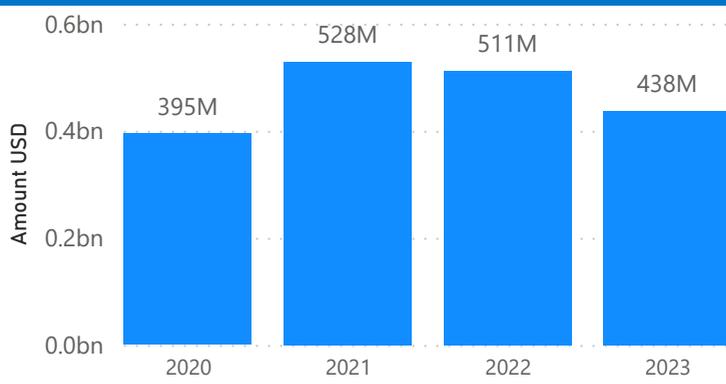
SHIPPED AMOUNT (USD) HEAT MAP



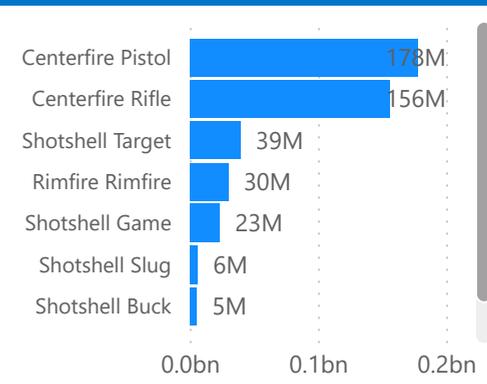
TAKEAWAYS:

- Shipments -14% to 2022.
- Shot shell shows larger share of shipments.
- 25% 9MM, 15% .223 Rem/5.56 NATO, primary calibers shipped during Oct surge.
- 13-WK AVG shipments shows steady increase through Q4 2023.
- Inventory WOS declining.

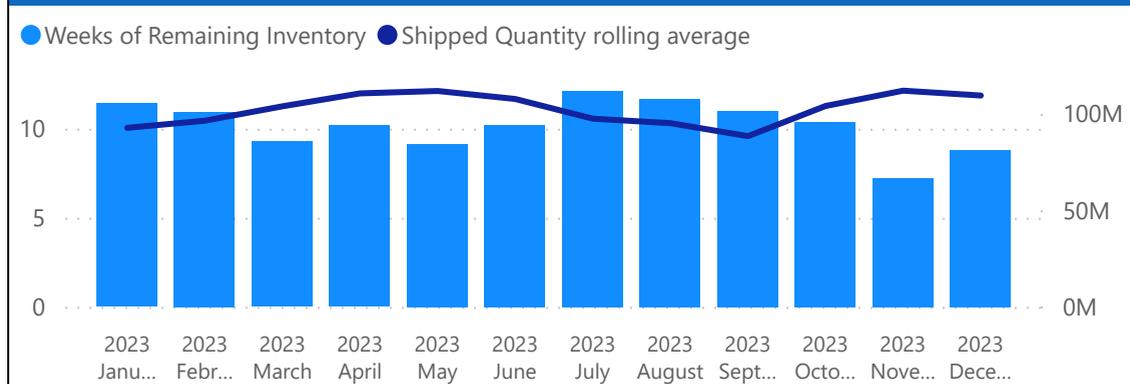
YOY ANALYSIS (USD)



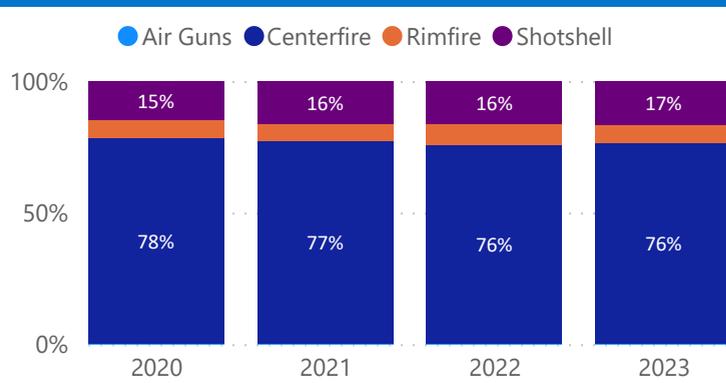
TOP 6 SUBCATEGORIES (USD)



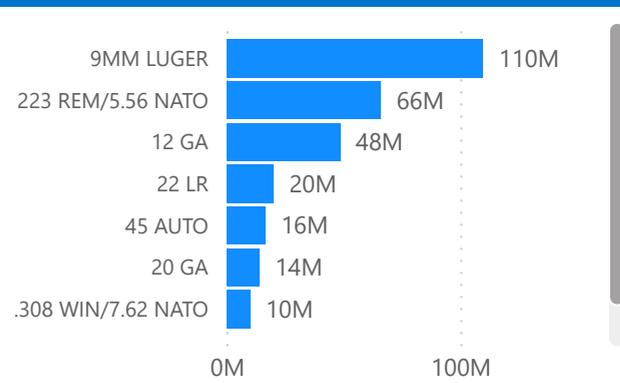
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



MARKET SHARE BY CATEGORY (USD)



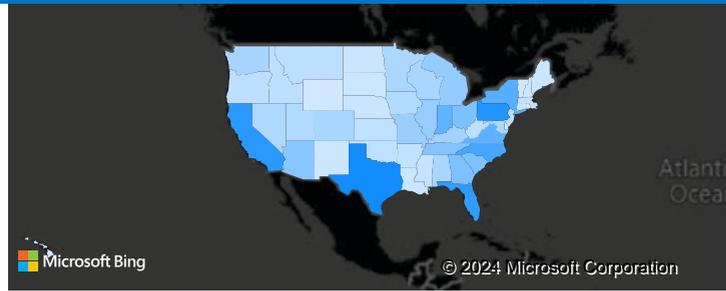
TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)



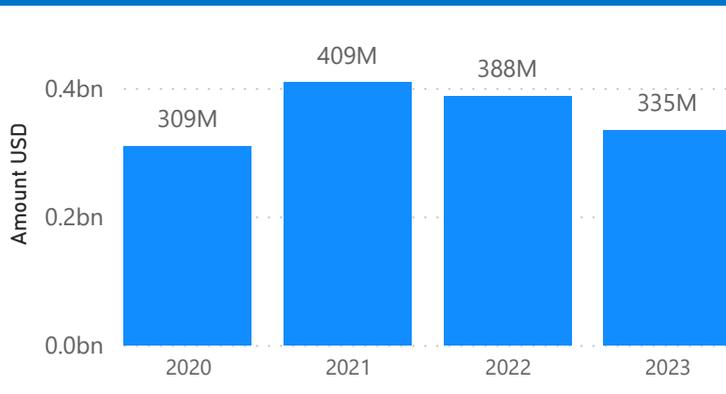
SHIPPED AMOUNT (USD) HEAT MAP



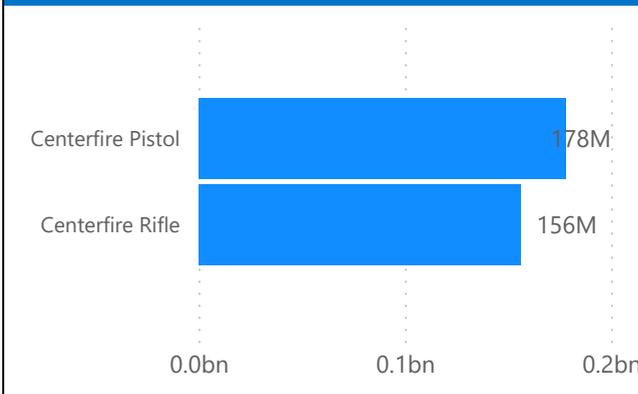
TAKEAWAYS:

- Shipments -14% to 2022.
- Pistol share of center fire ammunition high compared to history (53%).
- 33% 9MM, 20% .223 Rem/5.56 NATO.
- 13-WK AVG shipments ramped up through Q4 2023.
- Overall shipments spiked in November.

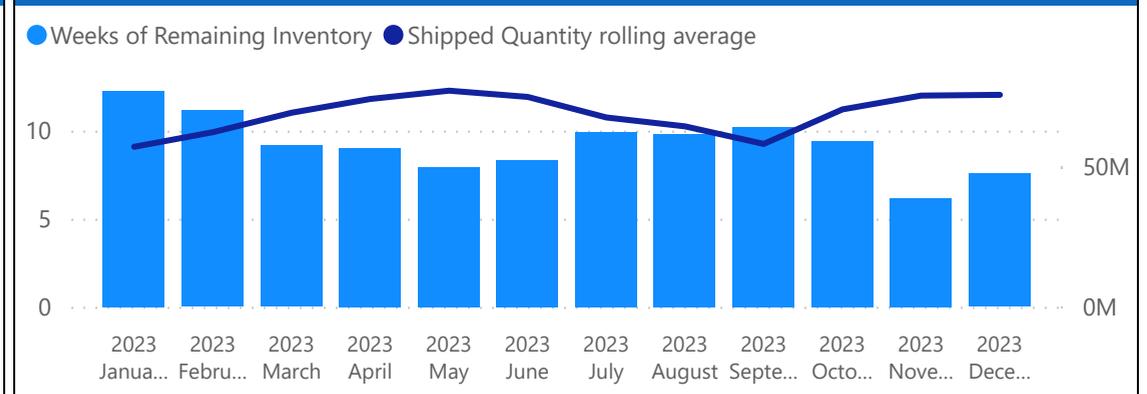
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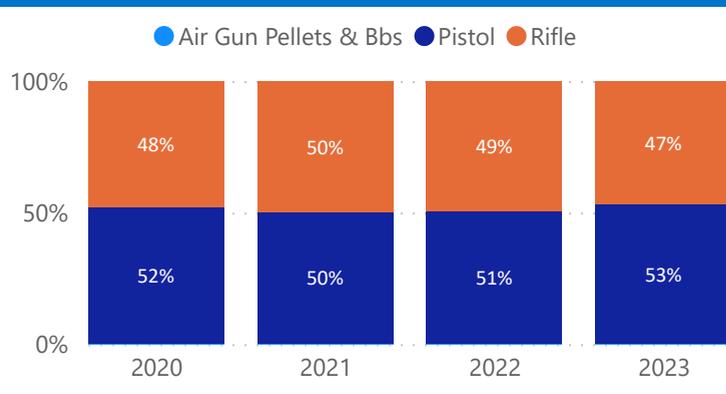
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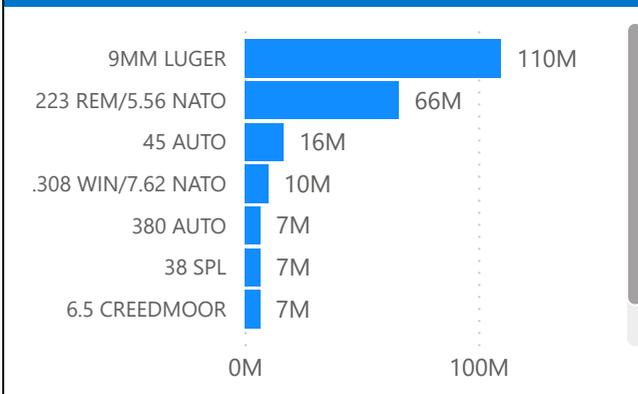
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



MARKET SHARE BY CATEGORY (USD)



TOP 7 CALIBERS (USD)



SHIPMENTS OVER TIME (USD)

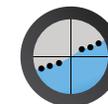


2023 Centerfire Pistol				
Rank	Manufacturer	Subcategory	UPC	Description
1	Fiocchi Ammunition	CF Pistol	762344001623	FIOCCHI AMMO 9MM LUGER 115GR FMJ
2	Vista Outdoors	CF Pistol	76683052001	5200:9MM 115GR FMJ BLAZER BRASS
3	Magtech Ammunition	CF Pistol	754908114016	MAGTECH AMMO 9MM LUGER 115 GRAIN FMJ
4	Vista Outdoors	CF Pistol	76683052018	5201:9MM 124GR FMJ BLAZER - BRASS
5	Vista Outdoors	CF Pistol	604544647167	5250BK1000:9MM LUGER 115GR FMJ BRASS INDEPENDENCE BULK

Top 10 available in the Detailed SCOPE report.

2023 Centerfire Rifle				
Rank	Manufacturer	Subcategory	UPC	Description
1	Pmc Ammunition Inc	CF Rifle	741569060080	PMC AMMO .223 REM., 55 GR. FMJ-BT
2	Pmc Ammunition Inc	CF Rifle	741569010115	PMC AMMO 5.56 NATO 55 GR. FMJ BT
3	Pmc Ammunition Inc	CF Rifle	741569010122	PMC AMMO 5.56 NATO 62 GR. FMJ BT LAP
4	Winchester Ammunition	CF Rifle	20892225626	WIN SG556W 5.56 55 20
5	Hornady Mfg Co	CF Rifle	90255711394	FR200:FRONTIER® 5.56 NATO 55 GR FMJ (XM193) ††

Top 10 available in the Detailed SCOPE report.



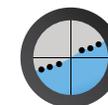
Want the Top 10? Get it in the Full Version.

2023 Rimfire				
Rank	Manufacturer	Subcategory	UPC	Description
1	Eley Americas	Rimfire	650911011000	ELEY MATCH, FLAT NOSE, 40GR, 22LR,
2	Hornady Mfg Co	Rimfire	90255831702	83170:AMMO 17 HMR 17 GR V-MAX®
3	Hornady Mfg Co	Rimfire	90255832020	83202:AMMO 22 WMR 30 GR V-MAX®
4	Eley Americas	Rimfire	650911001001	ELEY TENEX, FLAT NOSE, 40GR, 1085FT/SE
5	Vista Outdoors	Rimfire	76683000248	24:22 WMR HP MAXI MAG AMMO

Top 10 available in the Detailed SCOPE report.

2023 Shotgun				
Rank	Manufacturer	Subcategory	UPC	Description
1	Vista Outdoors	Shotshell	29465019372	TG12 8:12 GA TARGET LOAD
2	Vista Outdoors	Shotshell	29465019365	TG12 7.5:12 GA TARGET LOAD
3	Vista Outdoors	Shotshell	47700506906	20496 REM SABOT SLUG 20 2 3/4
4	Challenger	Shotshell	773622410679	20 GAUGE 2-3/4" 7/8 OZ #7.5 SHOT 250/CASE
5	Challenger	Shotshell	773622410686	20 GAUGE 2-3/4" 7/8 OZ #8 SHOT 250/CASE

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

OPTICS SHIPMENT TREND

● Dollars Shipped Current Year ● Dollars Shipped Previous Year ● Dollars Shipped Three Year Avg

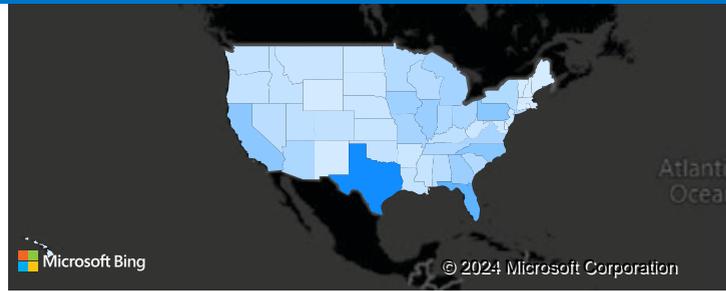


TAKEAWAYS:

- Optics +2% year-over-year for 2023 and -16% to 3 yr average.
- November 2023 spike largest increase relative to 3 year average.
- Trend towards more normal seasonality curve prior to Nov 2023

YTD SALES	PREVIOUS YTD SALES	3 YEAR AVG YTD SALES
141M	138M	168M
% CHANGE FROM PREVIOUS YEAR	% CHANGE FROM 3 YEAR AVG	
2.39%	-16.14%	

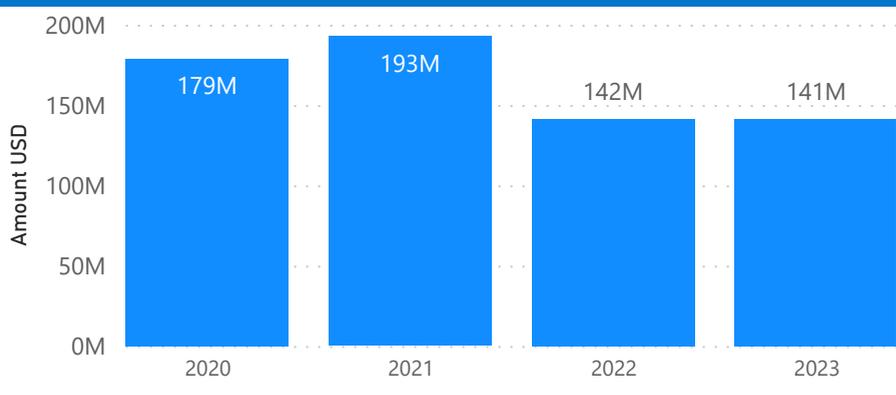
SHIPPED AMOUNT (USD) HEAT MAP



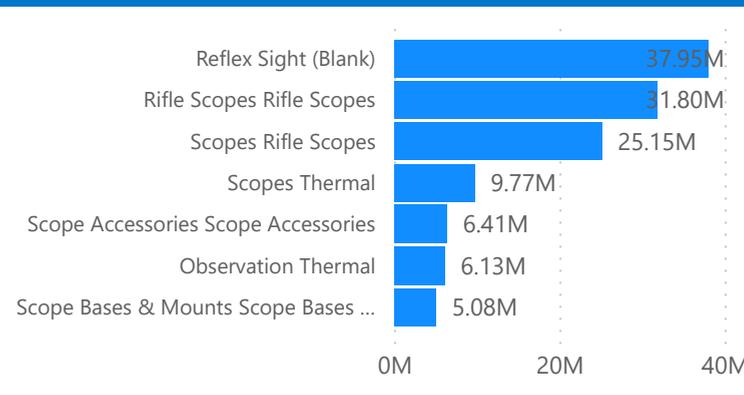
TAKEAWAYS:

- Shipments -1% to 2022.
- YoY performance normalizing.
- 23% Rifle Scopes, 27% Reflex Sights.
- 13-WK AVG shipments show increases through Q4 2023.

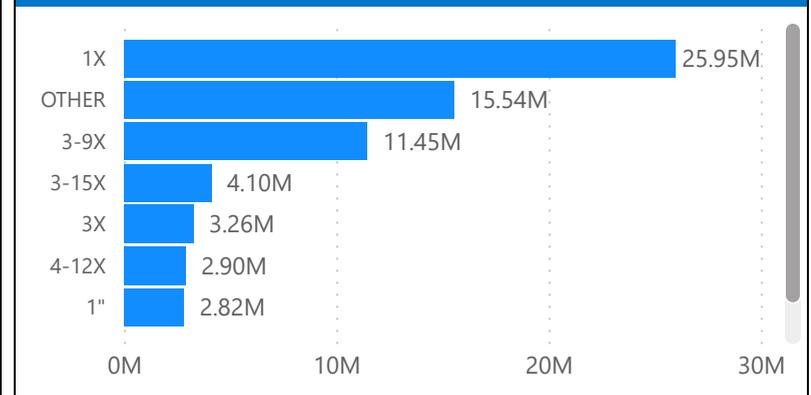
YOY ANALYSIS (USD)



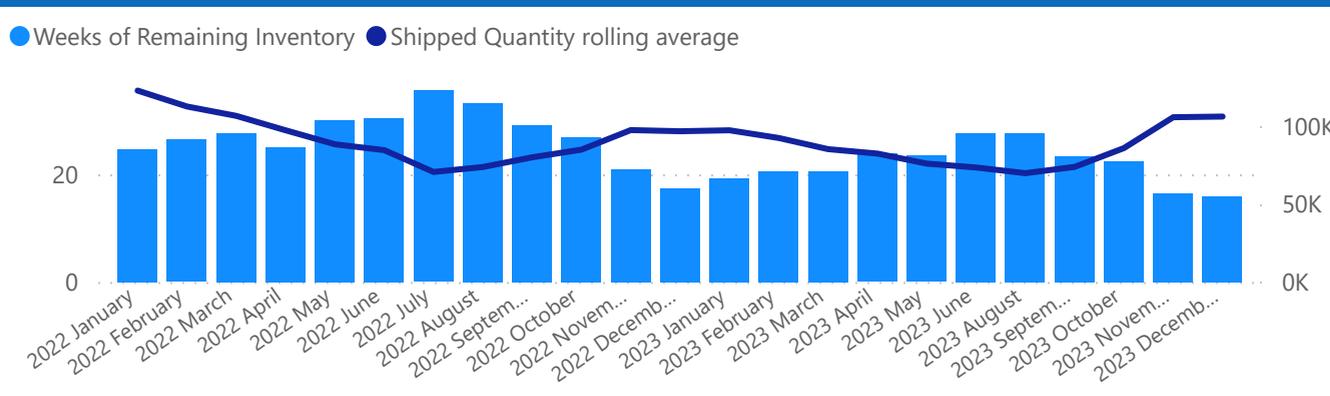
TOP 7 SUBCATEGORIES (USD)



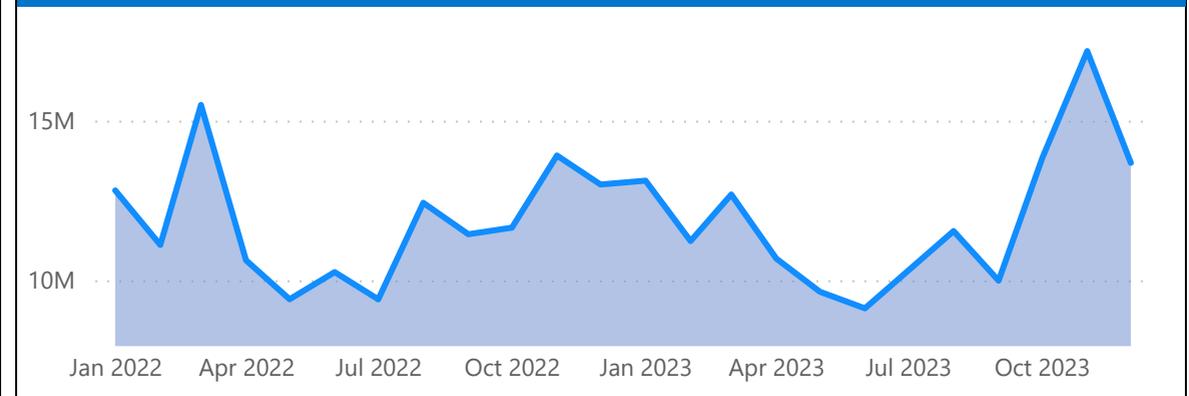
TOP 7 SIZINGS (USD)



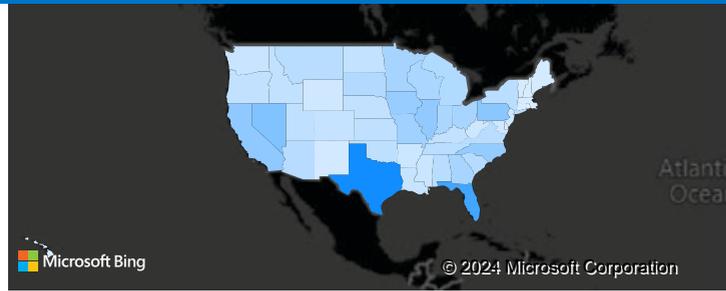
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



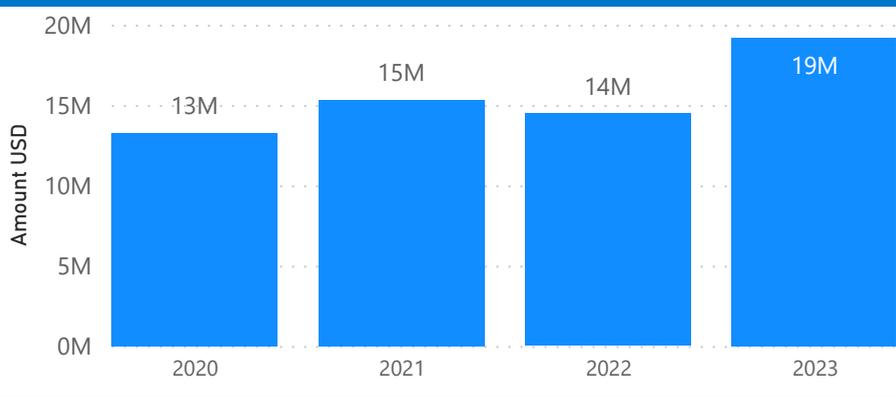
SHIPPED AMOUNT (USD) HEAT MAP



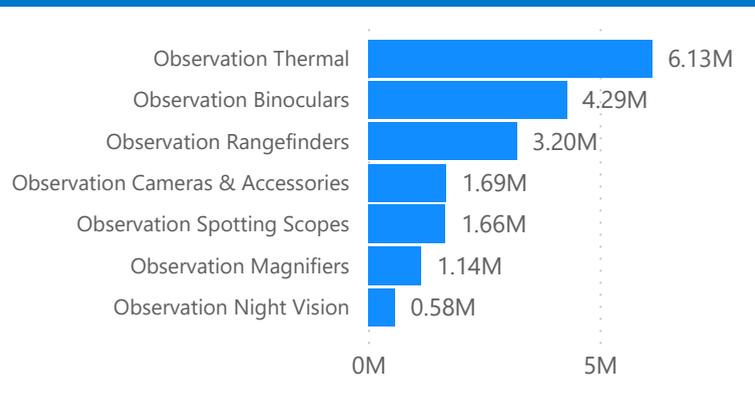
TAKEAWAYS:

- Shipments +36% to 2022.
- 17% Range Finders, 23% Binoculars.
- 13-WK AVG shipments show growth through back-half 2023.
- Inventory WOS declining.
- Overall shipments showed strong growth through Q3 & Q4 2023.

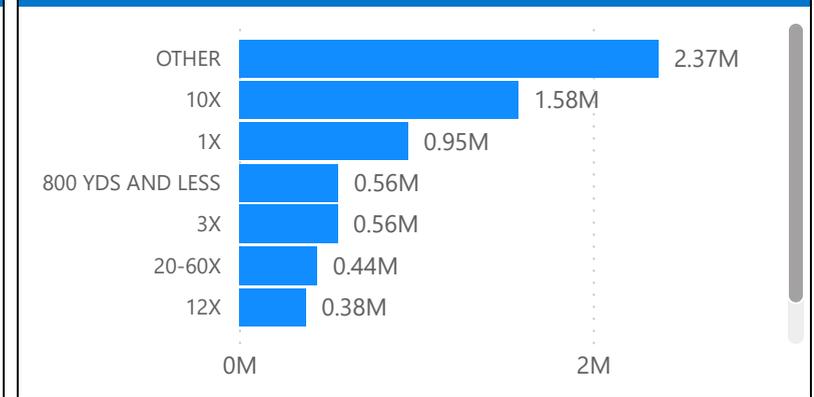
YOY ANALYSIS (USD)



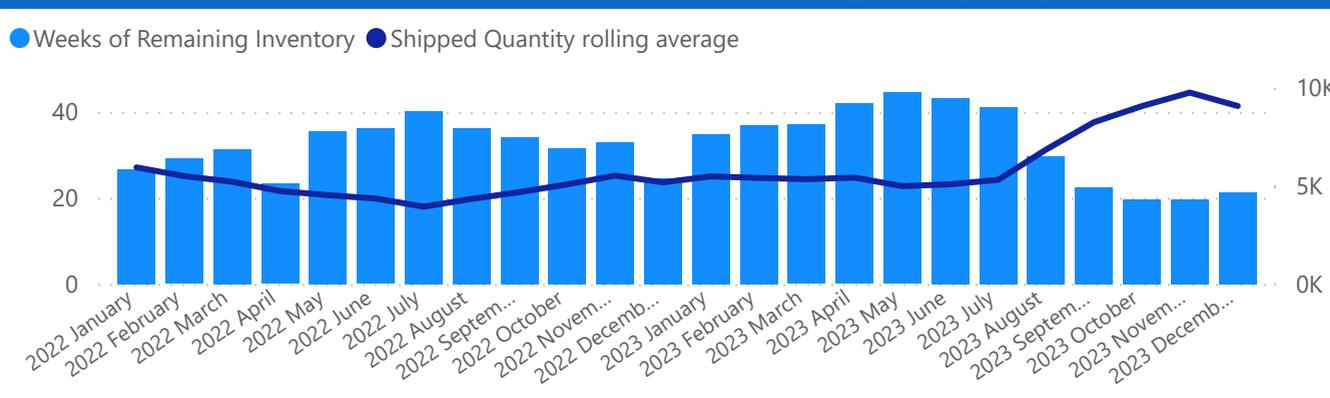
TOP 7 SUBCATEGORIES (USD)



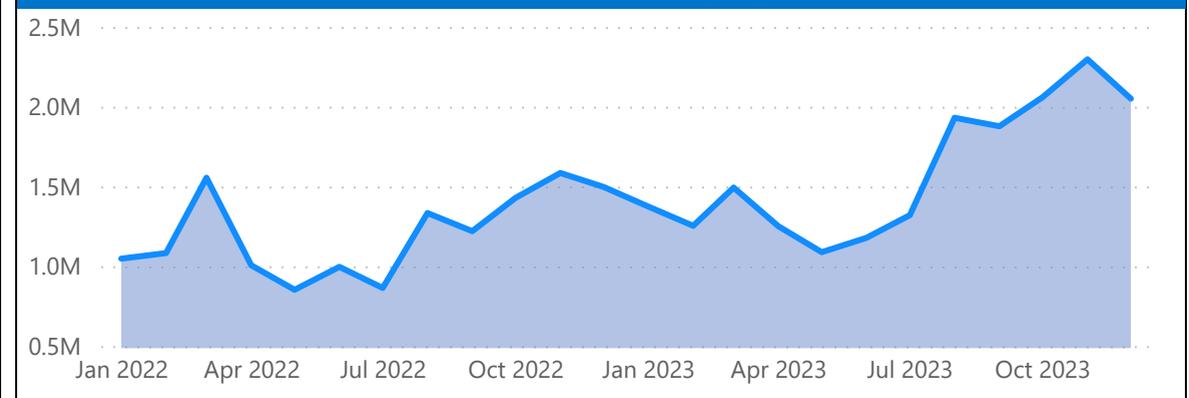
TOP 7 SIZINGS (USD)



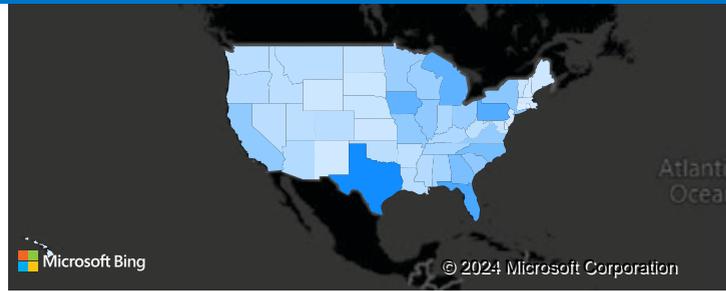
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



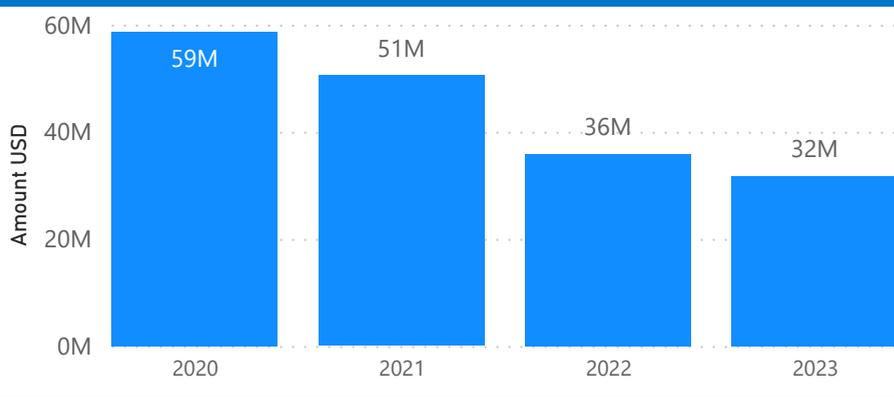
SHIPPED AMOUNT (USD) HEAT MAP



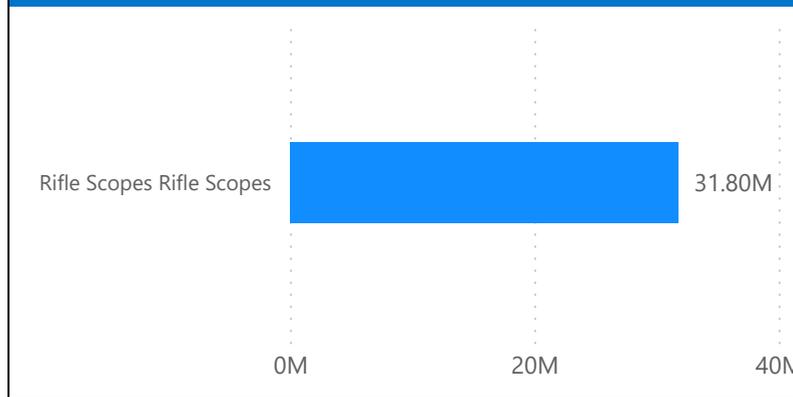
TAKEAWAYS:

- Shipments -11% to 2022.
- YoY decline slowing with 2023.
- 13-WK AVG shipments increasing the back-half of 2023.
- Inventory WOS high, but declining.

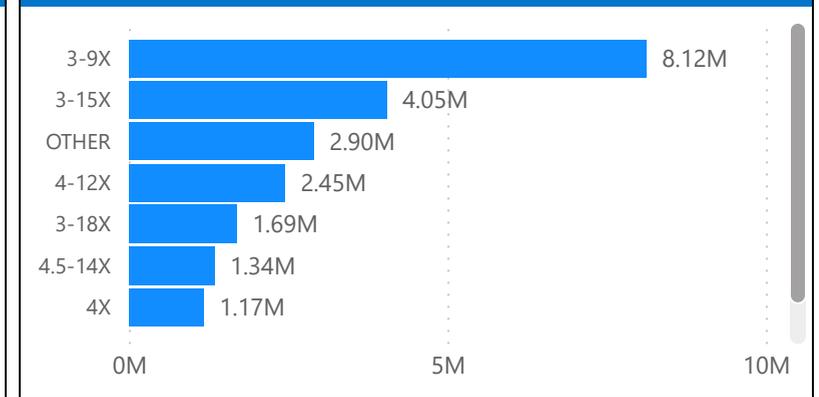
YOY ANALYSIS (USD)



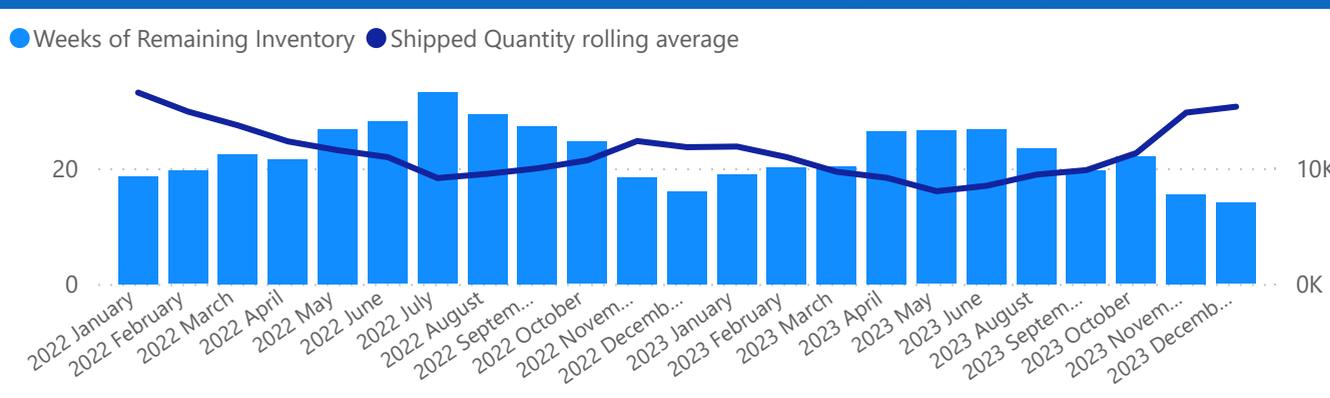
TOP 7 SUBCATEGORIES (USD)



TOP 7 SIZINGS (USD)



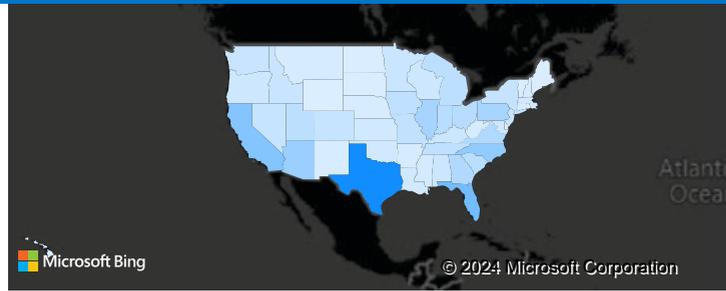
WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)



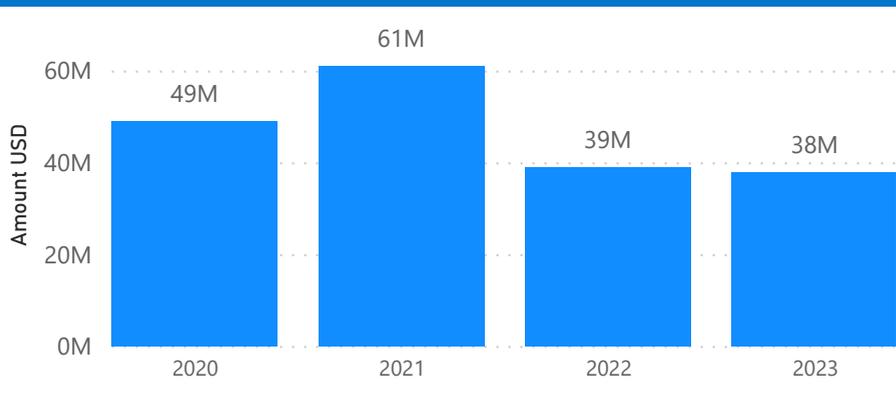
SHIPPED AMOUNT (USD) HEAT MAP



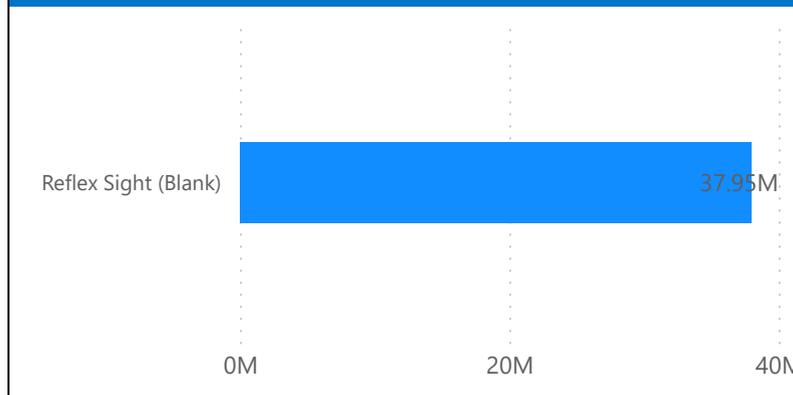
TAKEAWAYS:

- Shipments-3% to 2022.
- Reflex sights normalizing from 2020/2021 highs.
- 13-WK AVG Shipments up through Q4 2023.
- Inventory WOS increased through Q3 2023.

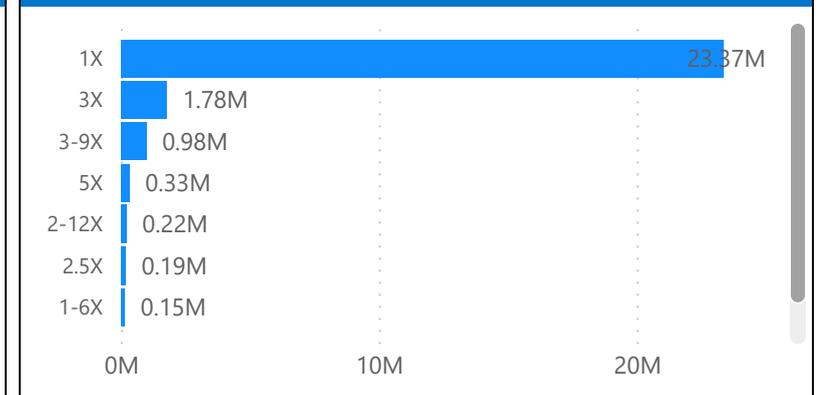
YOY ANALYSIS (USD)



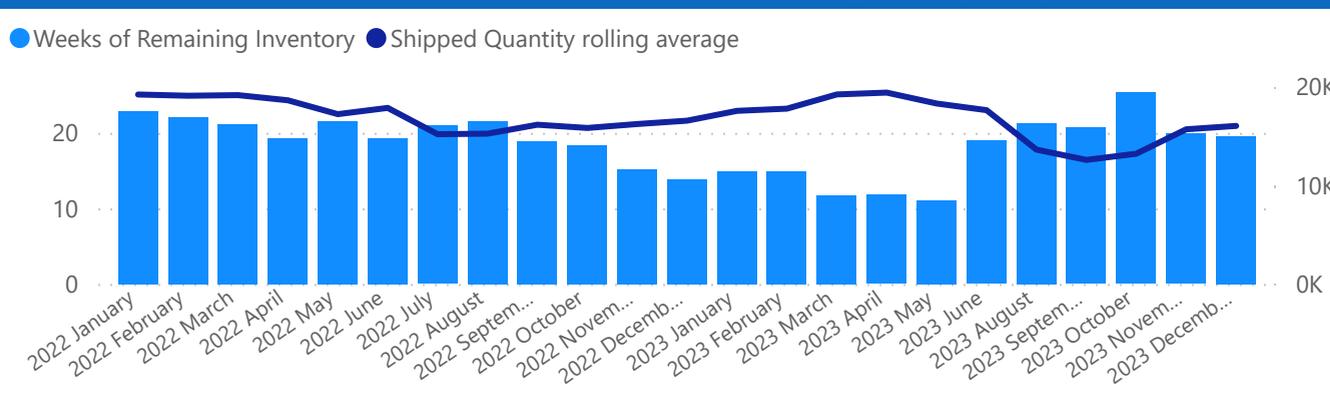
TOP SUBCATEGORIES (USD)



TOP 7 SIZINGS (USD)



WEEKS OF REMAINING INVENTORY AND SHIPPED QUANTITY (UNITS)



SHIPMENTS OVER TIME (USD)

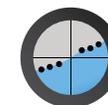


2023 Rifle Scopes				
Rank	Manufacturer	Subcategory	UPC	Description
1	Leupold & Stevens Inc	Rifle Scopes	30317013851	VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Illum. FireDot Duplex
2	Sig Sauer Inc	Rifle Scopes	798681642502	SIG TANGO MSR 1-6X24300MM SFP BDC6
3	Sig Sauer Inc	Rifle Scopes	798681656127	SIG TANGOMSR 1-8X24 SFP ILBDC
4	Leupold & Stevens Inc	Rifle Scopes	30317012861	171714:VX-5HD 3-15x44mm (30mm) CDS-ZL2 Side Focus Matte Duplex
5	Leupold & Stevens Inc	Rifle Scopes	30317029784	Leupold 181307 VX-Freedom Rifle Scope 3-9x40mm (1 inch) Hunt-Plex

Top 10 available in the Detailed SCOPE report.

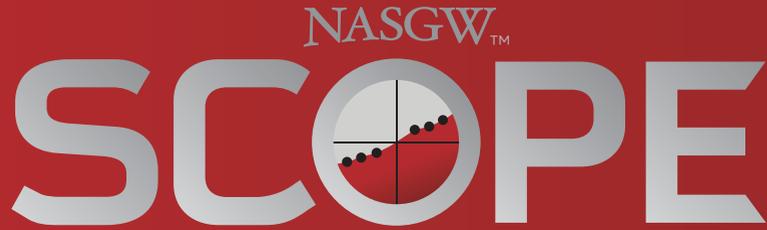
2023 Reflex Sights				
Rank	Manufacturer	Subcategory	UPC	Description
1	Sig Sauer Inc	Reflex Sight	798681553396	SOR52001:ROME05 1X20 CMPT RD 2MOA BLK / 2MOA REDDOT M1913
2	Holosun	Reflex Sight	810047071211	HLS CLSC COMPACT CD RED DOT
3	Holosun	Reflex Sight	810047071174	CIRCLE DOT/SOLAR FAILSAFE
4	Leupold & Stevens Inc	Reflex Sight	30317005856	119688:DeltaPoint Pro Reflex Sight Matte 2.5 MOA Dot
5	Trijicon	Reflex Sight	719307615786	2500002:Trijicon SRO® Sight Adjustable LED 2.5 MOA Red Dot

Top 10 available in the Detailed SCOPE report.



Want the Top 10? Get it in the Full Version.

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OUR MISSION

NASGW SCOPE™ is an industry initiative to collect, standardize and analyze data that strengthens shooting sports businesses.

Here's what you get in the detailed report:

2023 Market Summary and Key Takeaways

- Analysis by Tom Hopper

2023 Sales Charts **Firearms**

1. Total
2. Northeast Region
3. Midwest Region
4. South Region
5. West Region
6. Top 10

2023 Sales Charts **Ammunition**

1. Total
2. Northeast Region
3. Midwest Region
4. South Region
5. West Region
6. Top 10

2023 Sales Charts **Optics**

1. Total
2. Northeast Region
3. Midwest Region
4. South Region
5. West Region
6. Top 10



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About the Data

This report is derived from SCOPE DLX, NASGW's distribution data collection platform. Sales and inventory data are aggregated from 18 leading firearm distributors to analyze market trends, category mix and top products.

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